

Appl. No. 09/887,198  
Amdt. dated January 4, 2005  
Reply to Office Action of September 21, 2004

### **Amendments to the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **Listing of Claims:**

Claim 1 (original): A method of facilitating delivery of advertising to users of mobile computing platforms comprising the steps of:

defining advertising zones within a geographic region; and  
in a geographic database that contains data that represent roads located in the geographic region, associating with each data entity that represents a road segment located in the geographic region data that indicate in which of said advertising zones the road segment represented by the data entity is located.

Claim 2 (original): The method of Claim 1 further comprising:

defining a hierarchy of said advertising zones, wherein said hierarchy of advertising zones includes at least a first layer and a second layer, and further wherein at least some of the advertising zones in said first layer overlap some of the advertising zones in said second layer.

Claim 3 (original): The method of Claim 2 further comprising:

defining an index that references each of the advertising zones in the first layer that overlap each of the advertising zones in the second layer.

Claim 4 (original): The method of Claim 1 further comprising:

associating advertising messages with at least some of said advertising zones.

Claim 5 (original): The method of Claim 4 further comprising:

storing said advertising messages in an advertising database.

Claim 6 (original): The method of Claim 1 wherein said advertising zones are formed dynamically.

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**Claim 7 (original):** A method of facilitating delivery of advertising to users of geographic data comprising the steps of:

defining a hierarchy of advertising areas located within a geographic region, wherein said hierarchy of advertising areas include at least a first layer and a second layer, wherein said first layer and said second layer overlap; and

in a geographic database that contains data that represent roads located in the geographic region, associating with each data entity that represents a road segment located in the geographic region data that indicate in which of said advertising areas the road segment represented by the data entity is located.

**Claim 8 (original):** The method of Claim 7 further comprising:

defining an index that references the advertising zones in the first layer that overlap the advertising zones in the second layer.

**Claim 9 (original):** The method of Claim 7 wherein said advertising zones are based on accessibility.

**Claim 10 (original):** The method of Claim 7 wherein said advertising zones are based driving distances from defined locations.

**Claim 11 (original):** The method of Claim 7 wherein said advertising zones are based driving times from defined locations.

**Claim 12 (original):** The method of Claim 7 wherein said advertising zones are formed dynamically.

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Claim 13 (original): A geographic database stored on a computer-readable medium comprising:

road segment data that represent road segments located in a geographic region; and  
advertising zone data associated with said road segment data, wherein said advertising zone data indicate which of a plurality of advertising zones into which the geographic region is divided road segments represented said road segment data are located in.

Claim 14 (original): The invention of Claim 13 wherein said geographic database further comprises:

an index that references advertising zones that encompass other advertising zones.

Claim 15 (original): The invention of Claim 13 wherein said geographic database is installed in a standalone navigation system.

Claim 16 (original): The invention of Claim 13 wherein said geographic database is installed on a navigation services server from which end users' computing platforms obtain geographically-related services.

Claim 17 (original): The invention of Claim 13 wherein said advertising zone data includes an indication of which of a plurality of layers of advertising zones, a particular advertising zone is located in.

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Claim 18 (currently amended): A method of delivering advertising to users of mobile computing platforms that provide navigation-related services comprising:

determining a position of a mobile computing platform as the mobile computing platform travels in a geographic region;

determining in which of a plurality of advertising zones into which the geographic region is divided the user is located; and

providing the user with an advertising message associated with said advertising zone, wherein the advertising message is provided via a user interface of the mobile computing platform that provides navigation-related services.

Claim 19 (original): The method of Claim 18 wherein said advertising messages are provided over a wireless communications link to the mobile computing platform from a navigation services server.

Claim 20 (currently amended): A method of providing advertising to users of mobile computing platforms that are moved through a geographic region comprising:

defining advertising areas within the geographic region;

associating advertising messages with said advertising areas;

with respect to each of said mobile computing platforms, determining a current position of the mobile computing platform as said mobile computing platform is moved through the geographic region;

using a geographic database to determine on which road segment said mobile computing platform is located based on said current position and to identify determining in which of said advertising areas the mobile computing platform is located by identifying said advertising area associated with said road segment on which said mobile computing platform is located; and

delivering to the mobile computing platform an advertising message associated with the advertising area in which the mobile computing platform is located.

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Claim 21 (original): The method of Claim 20 further comprising:

after the step of determining in which of said advertising areas the mobile computing platform is located, determining the advertising message associated with the advertising area.

Claim 22 (original): The method of Claim 21 further comprising:

after the step of delivering, providing the advertising message via a user interface of the mobile computing platform.

Claim 23 (original): The method of Claim 21 further comprising:

after the step of delivering, providing the advertising message audibly via the mobile computing platform.

Claim 24 (original): The method of Claim 21 further comprising:

after the step of delivering, providing the advertising message visually via the mobile computing platform.

Claim 25 (original): A method of delivering location-based warnings to users of computing platforms that provide navigation-related services comprising:

determining a position of a mobile computing platform as the mobile computing platform travels in a geographic region;

determining in which of a plurality of zones into which the geographic region is divided the mobile computing platform is located; and

providing a user of the mobile computing platform with a warning message associated with said zone.

Claim 26 (original): The method of Claim 25 wherein said warning message relates to an adverse weather condition.

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**Claim 27 (original):** The method of Claim 25 wherein said warning message relates to traffic conditions in the zone.

**Claim 28 (currently amended):** A method of delivering advertising to users of mobile computing platforms that provide navigation-related services comprising:

determining a position of a mobile computing platform as the mobile computing platform travels in a geographic region;

dynamically forming an new advertising zone associated with the position of the mobile computing platform; and

providing the user with an advertising message associated with said advertising zone.